



PATANJALI AYURVED LIMITED

Haridwar | India

www.patanjaliayurved.org

APPLICATION FOR OVERSEAS DISTRIBUTORSHIP

PRE-ENQUIRY FORM

Disclaimer:

1. This form does not guarantee any type of distributorship allotment and is general in nature – for distributorship allotment criteria, please refer the enclosed document
2. it's an no-obligation form and should not be used for any personal purpose e.g. Visa etc

Application No. _____

Date: _____

I. PRELIMINARY DETAILS

A. COMPANY DETAILS

A1	Name of Company	
A2	Address of Registered Office	
A3	Address of Corporate Office	
A4	Year of incorporation	
A5	Company registration number	
A6	D-U-N-S Number	

	or Any International Business Credit file number	
A7	Import permission number/Licence	
A8	Products which are allowed to be imported under your Import Permission Number/Licence	
B. COMPANY REPRESENTATIVE DETAILS		
B1	Name of Contact Person for communications	
B2	Designation	
B3	Telephone Number	
B4	Mobile Number	
B5	Email address	
B6	Fax Number	
B7	Company's Website	
II. ELIGIBILITY CRITERIA DETAILS		
A1	What is your current primary business?	
A2	Annual Total Sales Turnover (in USD) for last 3 years	
A3	Does your company into import business of Food, Herbal,	

	Ayurvedic, FMCG	
A4	If yes, since how many years?	
A5	Do you have any authorized /Sole distributorship rights of any brand/s?	
A6	If yes, please provide the list of the brands, of which you have authorized / Sole distributor rights.	
A7	What are the areas and territories in your country that you cover in your current business?	
A8	How many retail outlets your company has access to	
A9	Do you have a Sales & Marketing team , if yes please provide organizational chart, or organogram	
III. LOGISTICS DETAILS		
A1	Do you have your own stores?	
A2	If yes, how many? Please provide details of the same with this application.	
A3	How many employees are currently working for your organisation?	
A4	Do you have your own Product Distribution Vehicles?	
A5	If yes, how many? Please provide details of the same with this application.	
A6	Do you have warehousing and	

	storage facilities?	
A7	If yes, how many & their respective sizes?	
IV. DETAILS OF PROPOSED ACTIVITIES		
A1	Name of the person who referred to contact the Patanjali Exports Department or its self-initiated	
A2	Which line of products of Patanjali are you interested in for the purpose of overseas distributorship? Please tick.	<input type="checkbox"/> Food & Beverages (Flour, Ghee, Confectionary, Oil, Pickles, Honey, Spices, Juice & Sharbats)
		<input type="checkbox"/> Personal Care (Soaps, Body Creams, Mehandi, Hand washes, Toothpaste, Body oils & Rose Water etc.)
		<input type="checkbox"/> Ayurvedic Products (General- Digestives & Chyawanprash)
		<input type="checkbox"/> Other Ayurvedic Products (Others- Capsules, Churnas, etc)
A3	Any other information/disclosure that you would like to share?	

Place: _____

Name, Designation & Signature: _____

(Signatures & signatory name are mandatory)

PATANJALI AYURVED LIMITED

INSTRUCTIONS AND GUIDELINES

Thank you for showing interest in doing import business with Patanjali Ayurved Limited (“Company”). As part of the process of establishing any commercial relations with our Company, it is mandatory that you fill “Overseas Distributorship Pre-Enquiry Form” (attached herewith) in order for us to consider the potential and profitability of engaging in doing business with you.

Please read these instructions below carefully before sending us the duly filled form:

1. Submission of the “Overseas Distributorship Pre-Enquiry Form” is mandatory before initiating any commercial relations with the Company via its Exports Department. This form is general in nature and does not guarantee any type of engagement with the Company or allotment of any rights therein
2. After review of the application & further communication, the Company shall execute all requisite paperwork to officially appoint an Overseas Distributor as per the Company’s policy and distributorship allotment strategy
3. Experience Eligibility: Please note that a prior experience of 5-10 years in the business of imports and distribution of FMCG/ Ayurved /Food products is a mandatory criterion to be eligible for overseas distributorship rights of the Company. The Company may require any evidence in support of the experience of the applicant.
 - a. Further, it is mandatory that the entity interested in obtaining overseas distributorship rights must be primarily engaged in the business of imports and distribution. Organisations who engage in imports and distribution as a part-time business will not be entertained.
 - b. The company will not pay any commission, brokerage in India or overseas
 - c. The company doesn’t supply from their respective manufacturing location or Dispatch locations its brand “Patanjali & Divya” in Indian market for any sales in overseas market. Company only do direct export in overseas market.
 - d. The all transaction will be through legal channels via bank with direct importer as per details mentioned on shipping documents.
 - e. The Company bears no obligation to respond to all the applications received.
4. Infrastructure and Logistics: Infrastructure facilities such as sufficient manpower, redistribution vehicles, warehousing and storage space and other facilities are requisites. Such facilities must be of satisfactory standards, as required by the Company. The Company may ask for the requisite details in relation to the same along with the application or during further communication

5. Synergy: The Company accepts applications by companies who have an experience with imports and distribution of other international brands, especially from India, so that they are in lines with the involved process and logistics therein.

6. The Company shall not be responsible for any types of losses, legal issues or any issues of any nature at any place in the world , raised due to any work of investment or of any nature which is being undertaken by an individual or company independently or voluntarily or on their own will without having a written authorization from the Company.

7. Selection and appointment of an Overseas Distributor shall be done solely on the basis of eligibility as prescribed and required by the Company. No undue influence, pressure, personal gifts would be entertained in the procedure prescribed.

8. Interested companies must have a sound knowledge of his/her country's laws with respect to labeling, packaging, licensing and registration of products, and all health regulatory and compliance regulations.

9. Please take a prior appointment at least a day in advance for any meetings with the Company. Please note that all enquiries, appointments, communications and handling relating to overseas distribution are handled by the Company itself, and not through any subsidiaries, agents, etc.

10. Any sample requirement or technical documents request will be acceptable only after the acceptance of Letter of Intent (along with submission of pre-requisite docs) and finalization of product & prices.